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01-11-01

A

EXPRESS MAIL LABEL NO. EL563155807US

DOCKET NO. ARC9-2000-0048-US1

01/10/01 U.S. PTO

UTILITY PATENT APPLICATION TRANSMITTAL

ADDRESS TO: Assistant Commissioner for Patents
Box Patent Application
Washington, D. C. 20231

JC925 U.S. PTO
09/757901
01/10/01

Sir:

Transmitted herewith for filing is the patent application of:

INVENTORS: Kevin T. CAO, Daniel A. FORD and Reiner KRAFT

TITLE: *PERSONALIZED PROFILE BASED ADVERTISING SYSTEM AND METHOD
WITH INTEGRATION OF PHYSICAL LOCATION USING GPS*

ASSIGNEE INFORMATION PURSUANT TO 37 C.F.R. 1.76

ASSIGNEE NAME: INTERNATIONAL BUSINESS MACHINES CORPORATION
ASSIGNEE RESIDENCE: ARMONK, NEW YORK

In connection with this application, the following are enclosed:


- ☒ Fee Transmittal Form
- ☒ 39 Pages of Specification, Claims and Abstract
- ☒ 22 Claims
- ☒ 7 Sheets of Drawings (FIGS. 1-7)
- ☒ Declaration, Power of Attorney
- ☒ Assignment recordation sheet w/Assignment to: International Business Machines Corporation

☒ Please direct all correspondence to Customer Number **23334**.

Respectfully submitted,

FLEIT, KAIN, GIBBONS, GUTMAN
& BONGINI P.L.
One Boca Commerce Center
551 Northwest 77th Street, Suite 111
Boca Raton, FL 33487
(561) 989-9811
(561) 989-9812 Fax

BY:


Jon A. Gibbons
Reg. No. 37,333

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The fee has been calculated as shown below. (Small entity fees indicated in parentheses.)

For	Number Filed		Number Extra	Rate Large (Small)	Basic Fee \$710 (\$355)
Total Claims	22	20	2	\$18 (\$9)	36
Independent Claims	6	3	3	\$80 (\$40)	240
Multiple Dependent Claims				\$270 (\$135)	0
Assignment Recording Fee				\$40	40
				TOTAL FEE:	\$ 1026


XX The Commissioner is hereby authorized to charge Deposit Account No. 09-0441 in the amount of \$1,026.00. A duplicate copy of this sheet is enclosed.

XX The Commissioner is hereby authorized to charge payments of (1) any additional filing fees required under 37 CFR 1.16, and/or (2) any patent application processing fees under 37 CFR 1.17 associated with this application or credit any overpayment to Deposit Account No. 09-0441.

Respectfully submitted,

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: : Atty Docket: ARC9-2000-0048-US1
Kevin T. CAO *et al.* : APPLICATIONS BRANCH
Serial No. (not yet assigned) :
Filed: HEREWITH :
FOR: *PERSONALIZED PROFILE BASED ADVERTISING SYSTEM AND METHOD
WITH INTEGRATION OF PHYSICAL LOCATION USING GPS*

CERTIFICATE OF EXPRESS MAIL MAILING

"Express Mail" Mailing Label No. **EL563155807US**
Date of Deposit: **January 10, 2001**

Box Patent Application
Assistant Commissioner for Patents
Washington, D.C. 20231

SIR:

I hereby certify that

<u>X</u>	Application Transmittal
<u>X</u>	Fee Transmittal Form
<u>X</u>	Specification, Claims, Abstract
<u>X</u>	1 set of 7 sheets of drawings
<u>X</u>	Declaration and Power of Attorney
<u>X</u>	Assignment recordation sheet w/Assignment
<u>X</u>	Return postcard

are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and are addressed to:

Box Patent Application
Assistant Commissioner for Patents
Washington, D.C. 20231

1/10/01
Date of Deposit

Kathleen Smith
Name of person mailing papers
Kathleen Smith
Signature